

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Media Strategies & Research
11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

<u>Contract / Revision</u> 549850 /		<u>Alt Order #</u>
<u>Product</u> Kaine for Senate 2012		
<u>Contract Dates</u> 09/10/12 - 09/16/12		<u>Estimate #</u>
<u>Advertiser</u> Kaine/D/Senate		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Local WTKR House	<u>Sales Office</u> Norfolk
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/10/12	09/16/12	NewsChannel 3 News	5-6am		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$120.00			
2	3	09/10/12	09/16/12	Newschannel 3 News	6-7am		:30			NM	4	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$185.00			
3	3	09/10/12	09/16/12	CBS This Morning	7-9a		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$100.00			
4	3	09/10/12	09/16/12	Price Is Right	11am-12n		:30			NM	3	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-W-F--				3	\$295.00			
5	3	09/10/12	09/16/12	CBS Daytime	1228-3pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$210.00			
6	3	09/10/12	09/16/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$140.00			
7	3	09/10/12	09/16/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	NewsCha 3 News First @ 4p	358-5pm	M--WThF----	:30		\$400.00	NM		
	Credited											
8	3	09/10/12	09/16/12	Newschannel 3 News	5-530pm		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$165.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	Newschannel 3 News	5-530pm	M--WThF----	:30		\$165.00	NM		
	Credited											
9	3	09/10/12	09/16/12	Newschannel 3 News	530-6pm		:30			NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$220.00			

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Contract / Revision

549850 /

Alt Order #

Contract Dates

09/10/12 - 09/16/12

Product

Kaine for Senate 2012

Estimate #

Advertiser

Kaine/D/Senate

Original Date / Revision

10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
2	3	09/10/12-09/16/12		Newschannel 3 News	530-6pm	M--WThF----	:30		\$220.00	NM		
Credited												
10	3	09/10/12	09/16/12	Newschannel 3 News	6-630pm		:30			NM	3	\$1,035.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M-WTF-- 4 \$345.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 3 3 09/10/12-09/16/12 Newschannel 3 News 6-630pm M--WThF---- :30 \$345.00 NM												
Credited												
11	3	09/10/12	09/16/12	7-730pm	7-730pm		:30			NM	1	\$330.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 ---T--- 1 \$330.00												
E 12	3	09/10/12	09/16/12	The Insider	730p-8pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$310.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 3 09/10/12-09/16/12 The Insider 730p-8pm M----- :30 \$310.00 NM												
Credited												
13	3	09/10/12	09/16/12	Wednesday Prime	9-10pm		:30			NM	1	\$1,925.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 --W---- 1 \$1,925.00												
14	3	09/10/12	09/16/12	Friday Prime	9-10pm		:30			NM	1	\$1,180.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 ----F-- 1 \$1,180.00												
15	3	09/10/12	09/16/12	Saturday Prime	9-10pm		:30			NM	1	\$395.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 -----S- 1 \$395.00												
16	3	09/10/12	09/16/12	Sunday Prime	8-9pm		:30			NM	1	\$910.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 -----S 1 \$910.00												
17	3	09/10/12	09/16/12	Late News (M-F)	11-1135p		:30			NM	8	\$4,320.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M-WTF-- 8 \$540.00												
18	3	09/10/12	09/16/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$730.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 -----SS 2 \$365.00												
19	3	09/10/12	09/16/12	Late Night with David Letterman	1135pm-1235am		:30			NM	1	\$165.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$165.00												
20	3	09/10/12	09/16/12	Overnight Rotator	430-459am CBS N		:30			NM	3	\$45.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 MTWTF-- 3 \$15.00												
21	3	09/14/12	09/14/12	Friday Prime	8-9pm		:30			NM	1	\$630.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 ----F-- 1 \$630.00												
22	3	09/13/12	09/14/12	7-730pm	7-730pm		:30			NM	2	\$660.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 ---TF-- 2 \$330.00												
23	3	09/13/12	09/14/12	The Insider	730p-8pm		:30			NM	1	\$310.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/10/12 - 09/16/12	Kaine for Senate 2012	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kaine/D/Senate	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---TF--				1	\$310.00			
24	3	09/15/12	09/15/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$50.00			
25	3	09/14/12	09/14/12	Overnight Rotator	430-459am		:30			NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$10.00			
Totals											51	\$16,645.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/16/12	51	\$16,645.00	\$14,148.25
Totals	51	\$16,645.00	\$14,148.25

Signature: _____ **Date:** _____

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